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ABSTRACT

The Airman Enlistment Questionnaire was administered to a sample of non prior service enlistees, 1,667 males and 300 females. Analysis of the responses shows (1) educational opportunity is the strongest motivator for enlisting in the Air Force; (2) there is an indication that Air Force advertising should make different appeals to men and women; and (3) Air Force radio programs are not reaching a large number of the desired population. Relationships between these and other variables will be examined in a more comprehensive study involving approximately 12,000 subjects. (Author)

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AIR FORCE HUMAN RESOURCES LABORATORY

PRELIMINARY EVALUATION OF THE EFFECTIVENESS OF AIR FORCE ADVERTISING

By

Bart M. Vitola
Cecil J. Mullins
John D. Williams, Major, USAF
Alan E. Michelson, AIC, USAF

PERSONNEL RESEARCH DIVISION
Lackland Air Force Base, Texas 78236

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The Airman Enlistment Questionnaire was administered to a sample of non prior-service enlistees, 1,667 males and 300 females. Analysis of the responses shows (1) educational opportunity is the strongest motivator for enlisting in the Air Force; (2) there is an indication that Air Force advertising should make different appeals to men and women; and (3) Air Force radio programs are not reaching a large number of the desired population. Relationships between these and other variables will be examined in a more comprehensive study involving approximately 12,000 subjects.

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SUMMARY

The Airman Enlistment Questionnaire was administered to a sample of non-prior-service enlistees, 1,667 males and 300 females. Analysis of the responses shows (1) educational opportunity is the strongest motivator for enlisting in the Air Force, (2) there is an indication that Air Force advertising should make different appeals to men and women, and (3) Air Force radio programs are not reaching a large number of the desired population. Relationships between these and other variables will be examined in a more comprehensive study involving approximately 12,000 subjects.

PREFACE

The work reported in this study was accomplished under Project 7719, Air Force Personnel System Development on Selection, Assignment, Evaluation, Quality Control, Retention, Promotion, and Utilization; Task 771913, Research on the Impact of Socio-political Changes on Personnel Management Devices and Systems.

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PRELIMINARY EVALUATION OF THE EFFECTIVENESS OF AIR FORCE ADVERTISING

I. INTRODUCTION

The perceptions and attitudes of, and information about, men and women who enlist in the all-volunteer Air Force, are of value to recruiting and manpower planning personnel. In an effort to gain insight into the reasons for enlistment and characteristics of enlistees, a questionnaire was prepared for administration to a sample of non-prior-service personnel, both male and female. The responses to this questionnaire, the 104-item Airman Enlistment Questionnaire, provide preliminary data about some of the crucial issues related to Air Force enlistment.

A study was designed to evaluate the probable effects of Air Force advertising as a motivator for enlistment. This report is a preliminary examination of data obtained on 1,967 new enlisted recruits. A more comprehensive study of these and other pertinent issues will be made after the sample size has grown considerably larger.

II. METHOD

A 104-item questionnaire, the Airman Enlistment Questionnaire, designed for Recruiting Service, Directorate of Advertising (RPR-73-8), was administered to a sample of 1,667 male and 300 female non-prior-service personnel who enlisted in the Air Force during March of 1973.

The percentage of males and females responding to each alternative of each item was computed. The appendix shows the percentages of responses to each item across the two groups of subjects totaling 1,967. Only selected items are shown and discussed in the text.

III. ANALYSIS OF ITEM RESPONSES

Among the reasons for coming into the armed forces, the most popular for both men (77%) and women (80%) was educational opportunity (Item 7).

7. The military provides good educational opportunities.	Percent M	Percent F
A. Very Important	77	80
B. Rather Important	18	16
C. Rather Unimportant	3	4
D. Very Unimportant	2*	0

The next reason of importance, for both men (33%) and women (58%) was opportunity to travel. Important sex differences appear here, with travel much more important to women. The unavailability of civilian jobs for men (31%) and women (29%) was also an important consideration.

4. The military offers a chance to travel and see the world.	M	F
A. Very Important	33	58**
B. Rather Important	40*	34
C. Rather Unimportant	20**	6
D. Very Unimportant	7**	2

3. Good civilian jobs were not readily available.	M	F
A. Very Important	31	29
B. Rather Important	29	37**
C. Rather Unimportant	26	22
D. Very Unimportant	14	12

Apparently men and women who enlisted in the all-volunteer force were not highly motivated to enlist because they were running away from problems back home or because of an overriding need to be independent

from their parents. The need for parental independence is somewhat stronger in women (24%) than in men (18%).

8. I wanted to be independent from my parents.	M	F
A. Very Important	18	24*
B. Rather Important	21	28**
C. Rather Unimportant	26	23
D. Very Unimportant	35**	25

Having decided to enter the armed forces, why did these men and women select the Air Force rather than one of the other Services? Again (Item 14), for both men (72%) and women (70%), the perception was that Air Force offered better opportunity for training and education. Other important reasons for selecting the Air Force were that the Air Force treats its people with respect, Item 12 (M=35%; F=47%); wider choice of assignments, Item 19 (M=41%; F=44%); and--at least for males--guarantee of desired job, Item 20 (M=48%; F=26%).

14. I felt the Air Force offered better opportunities for training and education than the other services did.	M	F
A. Very Important	72	70
B. Rather Important	20	21
C. Rather Unimportant	6	5
D. Very Unimportant	2	4*

12. I think the Air Force treats its people with more respect than the other services do.	M	F
A. Very Important	35	47**
B. Rather Important	36	35
C. Rather Unimportant	20**	11
D. Very Unimportant	9	7

19. The Air Force offers a wider choice of assignments.

	M	F
A. Very Important	41	44
B. Rather Important	39	36
C. Rather Unimportant	15	15
D. Very Unimportant	5	5

20. The Air Force guaranteed me the job I wanted.

	M	F
A. Very Important	48**	26
B. Rather Important	18*	12
C. Rather Unimportant	15	16
D. Very Unimportant	19	46**

Sex differences point to an interesting pattern. Surprisingly, females appear to be less rooted than males to family, to comfort, and to familiar or guaranteed life styles (Items 16, 20, 23, 24). Females also, not surprisingly, find respect and status more important than males (Items 12, 17, 18). Males appear to be more interested in comfort, guarantees, and continuation of familiar life patterns (Items 16, 20, 23, 24). Contrary to the usual male-female stereotypes, results of this study indicate that in the Air Force the young women are more adventurous and less personally conservative than their male counterparts.

16. In the Air Force, I am more likely to have comfortable, civilized living quarters and good food.

	M	F
A. Very Important	36**	27
B. Rather Important	40	37
C. Rather Unimportant	18	27**
D. Very Unimportant	6	9

17. I felt I would be more likely to live and work with a nicer group of people in the Air Force.

	M	F
A. Very Important	31	42**
B. Rather Important	41	39
C. Rather Unimportant	21**	13
D. Very Unimportant	7	6

18. I think people look up to you more if you are in the Air Force.

	M	F
A. Very Important	17	27**
B. Rather Important	33	36
C. Rather Unimportant	35**	26
D. Very Unimportant	15	11

23. Less likelihood of separation from family or loved ones.

	M	F
A. Very Important	32**	17
B. Rather Important	21	21
C. Rather Unimportant	31	29
D. Very Unimportant	16	33**

24. I felt the Air Force was more like civilian life than the other services were.

	M	F
A. Very Important	29**	13
B. Rather Important	29	24
C. Rather Unimportant	27	32
D. Very Unimportant	15	31**

Questions 25 and 26 reveal that both young men and women hear about the Air Force <u>first</u> from family and friends, and hear <u>most</u> from AF recruiters. High school counselors seem to do very little for the recruiting effort.

25. Consider your responses to items 9-24. Where did you first hear about Air Force advantages? (Mark only one.)	M	F
A. From my family or friends.	52**	42
B. From advertising (radio, TV, magazines, etc.).	18	24*
C. From an Air Force recruiter.	26	31
D. From my high school counselor.	4	3

26. Consider your responses to items 9-24. Where did you get the most information about these advantages? (Mark only one).	M	F
A. From my family or friends.	22	19
B. From advertising (radio, TV, magazines, etc.).	5	4
C. From an Air Force recruiter.	72	76
D. From my high school counselor.	1	1

There are sizable sex differences in the expected direction in male-female responses to Item 28. Significantly more males took trade or agricultural curricula in high school, and significantly more females took commercial courses.

28. What curriculum did you take in high school? (Mark only one.)	M	F
A. Trade (printing, machine operation, carpentry, home economics, etc.)	22**	6
B. Agricultural	4**	0
C. Commercial (sales, bookkeeping, secretarial, etc.)	6	24**
D. College preparatory (emphasis on languages, sciences, and math)	32	37
E. General	36	33

About a third (33%) of both males and females came from communities of less than 10,000 population (Item 32).

32. What is the population of the community where you have lived most of your life? (Mark only one.)

	M	F
A. Over 250,000	19	20
B. From 100,000 to 250,000	15	15
C. From 10,000 to 100,000	33	32
D. From 5,000 to 10,000	16	15
E. Less than 5,000	17	18

The responses made to Question 39 show that at least 60% of the respondents have one or more close relatives who served in the Air Corps or Air Force. Since the enlistees stated that the primary source of first information about AF advantages came from family and friends, the Air Force is probably getting free advertising of a favorable nature from people with previous Air Force experience.

The answers to Question 40 indicate that WAF have usually had less work experience than their male peers when they join the Air Force.

39. How many of your close relatives (including only father, mother, brothers, sisters, uncles, or aunts) do you know served in the Air Force or Army Air Corps? (Mark only one.)

	M	F
A. None	40*	34
B. One	25	26
C. Two	15	13
D. Three	8	11
E. Four or more	12	16

40. Altogether, what is the total amount of full-time employment you had before you joined the Air Force?

	M	F
A. Less than one month	7	17**
B. At least one month, but less than 6 months	17	19
C. At least 6 months, but less than one year	22	20
D. At least one year, but less than 2 years	27*	21
E. Two years or more	27	23

It seems that American youth spend a good many of their waking hours either listening to the radio or watching television. Rock and Soul music seem to be the favorite radio programs for both sexes. Males seem to listen to more sports programs and females to more news and weather.

How much time did you usually spend listening to the radio before your enlistment?

41. Rock music	M	F
A. Four hours or more per day	31	32
B. 2-3 hours per day	28	27
C. About an hour per day	18*	13
D. About 3-4 hours per week	9	10
E. Two hours per week or less	14	18

45. Soul music	M	F
A. Four hours or more per day	15	22**
B. 2-3 hours per day	10	8
C. About an hour per day	14	11
D. About 3-4 hours per week	16	14
E. Two hours per week or less	45	45

47. News and weather	M	F
A. Four hours or more per day	4	5
B. 2-3 hours per day	12	17*
C. About an hour per day	31	37*
D. About 3-4 hours per week	19**	12
E. Two hours per week or less	34	29

Most frequently watched televisions programs (Items 50-56) include comedy, drama, action drama, and news and commentary. Men spend significantly more time than women watching televised sports. Females listen to radio and watch television earlier in the day than do males (Questions 57, 58).

How much time did you usually spend watching television before your enlistment?

		M	F
50.	Musical & variety		
	A. Four hours or more per day	5	6
	B. 2-3 hours per day	13	17
	C. About an hour per day	17	18
	D. About 3-4 hours per week	21	22
	E. Two hours per week or less	44*	37
51.	Sports	M	F
	A. Four hours or more per day	8**	2
	B. 2-3 hours per day	11	8
	C. About an hour per day	21**	13
	D. About 3-4 hours per week	28	27
	E. Two hours per week or less	32	50**
52.	News & commentary	M	F
	A. Four hours or more per day	3	2
	B. 2-3 hours per day	13	17
	C. About an hour per day	36	36
	D. About 3-4 hours per week	21	19
	E. Two hours per week or less	27	26
53.	Documentaries	M	F
	A. Four hours or more per day	2*	0
	B. 2-3 hours per day	4	6
	C. About an hour per day	12*	8
	D. About 3-4 hours per week	21	20
	E. Two hours per week or less	61	66
54.	Action drama	M	F
	A. Four hours or more per day	10	15*
	B. 2-3 hours per day	22	26
	C. About an hour per day	21	18
	D. About 3-4 hours per week	17	17
	E. Two hours per week or less	30*	24
55.	Comedy drama	M	F
	A. Four hours or more per day	10	14*
	B. 2-3 hours per day	21	24
	C. About an hour per day	25	21
	D. About 3-4 hours per week	21*	15
	E. Two hours per week or less	23	26

56. Other	M	F
A. Four hours or more per day	6	9
B. 2-3 hours per day	12	11
C. About an hour per day	18	14
D. About 3-4 hours per week	17*	12
E. Two hours per week or less	47	54*

57. At what hours did you listen to the radio most frequently, before your enlistment?	M	F
A. Morning (6 a.m. to Noon)	13	20**
B. Afternoon (Noon to 5 p.m.)	24	27
C. Evening (5 p.m. to 8 p.m.)	22	23
D. Night (After 8 p.m.)	36**	26
E. Did not usually listen to the radio (2 hours a week or less)	5	4

58. At what hours did you watch television most frequently?	M	F
A. Morning (6 a.m. to Noon)	3	5
B. Afternoon (Noon to 5 p.m.)	6	13**
C. Evening (5 p.m. to 8 p.m.)	34*	28
D. Night (After 8 p.m.)	51	48
E. Did not usually watch television (2 hours a week or less)	6	6

Males read sports sections more often than females. There appears to be no practical sex differences in reading comics or classifieds. Females more often read general news, TV schedules, and other sections.

Air Force advertisement (Questions 69 through 73) is remembered more often from billboards and magazines. It is remembered least often from newspapers.

60. Sports	M	F
A. Everyday	39**	22
B. About two or three times a week	17	18
C. About once a week	17	25**
D. About once a month or less	27	35**

About how many times (best guess) do you think you have seen Air Force advertising of the following types:

		M	F
69.	Newspapers		
	A. Never	46	42
	B. Once or twice	27	29
	C. 3-5 times	13	14
	D. 6-10 times	6	4
	E. More than 10 times	8	11
70.	Magazines	M	F
	A. Never	10	10
	B. Once or twice	26	25
	C. 3-5 times	22	20
	D. 6-10 times	16	14
	E. More than 10 times	26	31
71.	Radio	M	F
	A. Never	35	33
	B. Once or twice	26	23
	C. 3-5 times	17	15
	D. 6-10 times	9	13*
	E. More than 10 times	13	16
72.	Television	M	F
	A. Never	15	12
	B. Once or twice	24	21
	C. 3-5 times	23	22
	D. 6-10 times	16	18
	E. More than 10 times	22	27
73.	Billboards	M	F
	A. Never	11	14
	B. Once or twice	21	17
	C. 3-5 times	21	19
	D. 6-10 times	18	21
	E. More than 10 times	29	29

74. Generally speaking, how honest did you consider the Air Force advertising you saw before you enlisted?

	M	F
A. Very honest	16	19
B. Rather honest	38	35
C. Not especially honest or dishonest	40	44
D. Rather dishonest	4**	1
E. Very dishonest	2	1

One facet of Air Force advertising is rather disconcerting. The responses made to Questions 75 through 82 indicate that none of the Air Force radio programs are reaching a large proportion of the desired male or female populations. A few respondents indicate they have heard Country Music Time or Wolfman Jack, but programs such as Roger Carrol, The Vibrations, Soul in Motion, Find Yourself a Star, Serenade in Blue, and Air Force Country appear to be virtually unknown to American youth.

How many times before you enlisted did you hear the following radio programs?

75. Wolfman Jack

	M	F
A. Never heard it	73	86**
B. Heard it once or twice	9*	5
C. Heard it 2-10 times	7**	2
D. Heard it more than 10 times	11*	7

76. Roger Carroll

	M	F
A. Never heard it	94	95
B. Heard it once or twice	3	3
C. Heard it 2-10 times	1	1
D. Heard it more than 10 times	2	1

77. Vibrations

	M	F
A. Never heard it	86	88
B. Heard it once or twice	8	7
C. Heard it 2-10 times	3	3
D. Heard it more than 10 times	3	2

78. Soul in motion	M	F
A. Never heard it	86	90
B. Heard it once or twice	7	5
C. Heard it 2-10 times	3	3
D. Heard it more than 10 times	4	2

79. Find yourself a star	M	F
A. Never heard it	93	96
B. Heard it once or twice	3	2
C. Heard it 2-10 times	2	1
D. Heard it more than 10 times	2	1

80. Serenade in blue	M	F
A. Never heard it	90	90
B. Heard it once or twice	5	5
C. Heard it 2-10 times	3	2
D. Heard it more than 10 times	2	3

81. Country music time	M	F
A. Never heard it	79	77
B. Heard it once or twice	10	10
C. Heard it 2-10 times	6	6
D. Heard it more than 10 times	5	7

82. Air Force country	M	F
A. Never heard it	91	95*
B. Heard it once or twice	4	3
C. Heard it 2-10 times	2	2
D. Heard it more than 10 times	3**	0

Question 83 again indicates the importance of family and friends to the AF recruiting effort, especially for the recruitment of males. Advertising seems to have a significantly greater impact on females (28%), but only 17% of males reported that advertising was the most important contact that sent them to an AF recruiter.

83. Which of the following do you think was most important in your decision to contact an Air Force recruiter?

	M	F
A. Advertising (Radio, TV, magazine, etc.).	17	28**
B. A telephone call or other personal contact from the recruiter.	19	17
C. Advice from a friend or relative.	57**	48
D. Advice from a school counselor.	7	7

In accordance with the responses made to Questions 84 and 85, Air Force recruiters are good salesmen. Fifty-one percent of the men and 47% of the women talked with recruiters of the other services before joining the Air Force, and 39% of the men and 29% of the women talked with another recruiter before talking with an AF recruiter.

Only 40% of males and 47% of females discussed job futures with their high school counselors (Item 86). Only 18% of the men and 16% of the women discussed military careers with the counselors. There appears to be considerable room for improvement in the help counselors might give the Air Force (Item 86).

84. What other service recruiters did you talk to before enlisting in the Air Force? (Mark all that apply.)

	M	F
A. Army recruiter.	16	12
B. Navy recruiter.	13	14
C. Marine recruiter.	5	3
D. Only the Air Force recruiter.	49	53
E. Multiple response.	17	18

85. Which recruiter did you talk with <u>first</u>?

	M	F
A. Army	18	14
B. Navy	15	13
C. Air Force	61	71**
D. Marines	6**	2

86. What did your school counselor advise about the Air Force?	M	F
A. I never discussed my job future with a school counselor.	60*	53
B. We discussed my job future, but the subject of military service never came up.	22	31**
C. We discussed military service, but the counselor advised against it.	3	2
D. My counselor recommended military service, but not specifically the Air Force.	9	8
E. My counselor recommended Air Force military service.	6	6

From Questions 87 and 88, parents and relatives think more favorably about enlistees serving a hitch in the Air Force then do the enlistees' friends. About 30% of their friends and between 65 and 75% of the parents and relatives of Air Force enlistees are in favor of service in the Air Force. A significantly larger percent of women than men report favorable attitudes by parents and relatives toward service in the Air Force.

87. What did your friends think about you serving a hitch in the Air Force?	M	F
A. Very much in favor	10	12
B. In favor	18	20
C. Neither for nor against	27	23
D. Mildly against	26	25
E. Strongly against	19	20

88. What did your parents and/or relatives think about you serving a hitch in the Air Force?	M	F
A. Very much in favor	33	46**
B. In favor	32	29
C. Neither for nor against	18*	12
D. Mildly against	12	10
E. Strongly against	5	3

Table 1 shows percentage of males and females who indicated they were either "Very interested" or "Rather interested" in 14 job areas and male and female interest rank orderings of these areas. There are strong sex differences. The impetus of job advertisement for males should center around opportunities for Mechanical, Electronics, Computer, or Management careers. The more people-oriented opportunities such as Public Relations, Medical/dental, Education/personnel, and Administration/clerical appear to be areas that stimulate the interest of females.

The one outstanding interest of young men and women, prior to military enlistment, is the opportunity to complete or further their technical and/or formal education. Questions 103 and 104 clarify this interest somewhat. In the Vocational/technical area, 74% of males and females want more education. In the College/University area of interest, 70% of the males and 79% of the females want more education.

Indicate how interested you were before you enlisted in being sent to either a technical school of your choice or in being sent to get or complete a college/university degree.

103. Vocational/technical	M	F
A. Very interested	44	42
B. Rather interested	30	32
C. Rather uninterested	14	14
D. Very uninterested	12	12

Table 1. Percentage of Interest and Rank Ordering of Male and Female Enlistees for 14 Job Areas

Job Area	Male (percent)	Rank Order by interest	Female (percent)	Rank Order by interest
Management	44**	4.5	36	8
Administration/clerical	28	12.5	43**	5
Public relations	36	8	56**	1
Legal	29	11	25	11
Accounting/finance	22	14	26	10
Education/personnel	33	10	46**	4
Police/investigative	44	4.5	41	6
Medical/dental	28	12.5	55**	2
Radio/electronics	55**	2	27	9
Missile Specialist	34**	9	13	13
Mechanical	62**	1	14	12
Computer	50**	3	39	7
Crafts (carpenter, plumber, etc.)	38**	7	6	14
Other	39	6	48**	3

**significant at the .01 level

104. College/University	M	F
A. Very interested	43	49
B. Rather interested	27	30
C. Rather uninterested	16	12
D. Very uninterested	14*	9

* significant at the .05 level
**significant at the .01 level

IV. CONCLUSIONS

This study was designed as a preliminary evaluation of the probable effects of Air Force advertising on enlistment. The Airman Enlistment Questionnaire, a 104-item instrument was administered to a sample of 1,637 basic airmen and 300 WAF.

Analysis of the data result in the following conclusions:

(1) Educational opportunity is by far the strongest motivator for enlistment in the military. Moreover, American youth perceive the Air Force as the service in which they will most likely obtain this opportunity. There seems to be little difference in desirability between college education and vocational or technical training.

(2) Men and women appear to have different patterns of needs. Men want job guarantees, creature comforts, and to put down roots. In essence, they are security-oriented. Women, on the other hand, are more interested in adventure, travel, respect, and status. Women seem more people-oriented than men.

(3) American youth spend a great deal of their time listening to the radio and watching television. They do not appear to be listening to current Air Force radio programs.

(4) Men show a decided interest in Mechanical, Electronic, Computer and Management careers. Women are more interested in Public relations, Medical/dental, Education/personnel, and Administration/clerical opportunities.

The findings of this preliminary investigation have resulted in trends which appear to be of value to Recruiting Service personnel. A large-scale administration of the Airman Enlistment Questionnaire should be accomplished and a more in-depth analysis be made of variables such as socio-economic level and area of enlistment.

APPENDIX

Percentage of Male and Female Responses to Each Choice for Each Item of the Airman Enlistment Questionnaire (N=1,667 males) (N=300 females)

Item	Percent Male	Percent Female
Among the following reasons, indicate how important each reason was to <u>your</u> own personal decision to come into the armed forces. I decided to join the military because:		
1. I think a hitch in the military helps people grow up faster.		
A. Very Important	29	25
B. Rather Important	47	46
C. Rather Unimportant	17	21
D. Very Unimportant	7	8
2. I believe it is the patriotic thing to do.		
A. Very Important	18	19
B. Rather Important	46	44
C. Rather Unimportant	27	28
D. Very Unimportant	9	9
3. Good civilian jobs were not readily available.		
A. Very Important	31	29
B. Rather Important	29	37**
C. Rather Unimportant	26	22
D. Very Unimportant	14	12

Item	Percent Male	Female
4. The military offers a chance to travel and see the world.		
A. Very Important	33	58**
B. Rather Important	40*	34
C. Rather Unimportant	20**	6
D. Very Unimportant	7**	2
5. I wanted to get away from problems back home.		
A. Very Important	7	4
B. Rather Important	12	11
C. Rather Unimportant	26	32*
D. Very Unimportant	55	53
6. I just wanted a change.		
A. Very Important	18	20
B. Rather Important	32	38*
C. Rather Unimportant	28	27
D. Very Unimportant	22**	15
7. The military provides good educational opportunities.		
A. Very Important	77	80
B. Rather Important	18	16
C. Rather Unimportant	3	4
D. Very Unimportant	2*	0
8. I wanted to be independent from my parents.		
A. Very Important	18	24*
B. Rather Important	21	28**
C. Rather Unimportant	26	23
D. Very Unimportant	35**	25

Item	Percent Male	Percent Female
Among the following responses, indicate how important each reason was in your own decision to choose the Air Force rather than one of the other services. I decided to join the Air Force instead of some other branch of service because:		
9. Basic training is easiest in the Air Force.		
A. Very Important	6	6
B. Rather Important	16	12
C. Rather Unimportant	46*	38
D. Very Unimportant	32	44**
10. The Air Force offers the best chance to travel and see the world.		
A. Very Important	18	32**
B. Rather Important	38	39
C. Rather Unimportant	37**	21
D. Very Unimportant	12*	8
11. I thought I would have more time to myself in the Air Force.		
A. Very Important	13*	8
B. Rather Important	27**	15
C Rather Unimportant	40	49**
D. Very Unimportant	20	28**
12. I think the Air Force treats its people with more respect than the other services do.		
A. Very Important	35	47**
B. Rather Important	36	35
C. Rather Unimportant	20**	11
D. Very Unimportant	9	7

Item	Percent Male	Female
13. My family and/or friends urged me to join the Air Force.		
A. Very Important	9	9
B. Rather Important	17	18
C. Rather Unimportant	27	22
D. Very Unimportant	47	51
14. I felt the Air Force offered better opportunities for training and education than the other services did.		
A. Very Important	72	70
B. Rather Important	20	21
C. Rather Unimportant	6	5
D. Very Unimportant	2	4*
15. The Air Force offers a better chance for promotion.		
A. Very Important	27	26
B. Rather Important	42	45
C. Rather Unimportant	24	22
D. Very Unimportant	7	7
16. In the Air Force, I am more likely to have comfortable, civilized living quarters and good food.		
A. Very Important	36**	27
B. Rather Important	40	37
C. Rather Unimportant	18	27**
D. Very Unimportant	6	9

Item	Percent Male	Female
17. I felt I would be more likely to live and work with a nicer group of people in the Air Force.		
A. Very Important	31	42**
B. Rather Important	41	39
C. Rather Unimportant	21**	13
D. Very Unimportant	7	6
18. I think people look up to you more if you are in the Air Force.		
A. Very Important	17	27**
B. Rather Important	33	36
C. Rather Unimportant	35**	26
D. Very Unimportant	15	11
19. The Air Force offers a wider choice of assignments.		
A. Very Important	41	44
B. Rather Important	39	36
C. Rather Unimportant	15	15
D. Very Unimportant	5	5
20. The Air Force guaranteed me the job I wanted.		
A. Very Important	48**	26
B. Rather Important	18*	12
C. Rather Unimportant	15	16
D. Very Unimportant	19	46**
21. I was interested in flying and/or aircraft.		
A. Very Important	26**	15
B. Rather Important	19	19
C. Rather Unimportant	25**	15
D. Very Unimportant	30	51**

Item	Percent Male	Female
22. The Air Force is the least dangerous of the services.		
A. Very Important	8	6
B. Rather Important	15	12
C. Rather Unimportant	39*	32
D. Very Unimportant	38	50**
23. Less likelihood of separation from family or loved ones.		
A. Very Important	32**	17
B. Rather Important	21	21
C. Rather Unimportant	31	29
D. Very Unimportant	16	33**
24. I felt the Air Force was more like civilian life than the other services were.		
A. Very Important	29**	13
B. Rather Important	29	24
C. Rather Unimportant	27	32
D. Very Unimportant	15	31**
25. Consider your responses to items 9-24. Where did you first hear about Air Force advantages?(Mark only one.)		
A. From my family or friends.	52**	42
B. From advertising (radio, TV, magazines, etc.).	18	24*
C. From an Air Force recruiter.	26	31
D. From my high school counselor.	4	3

Item	Percent Male	Female
26. Consider your responses to items 9-24. Where did you get the most information about these advantages? (Mark only one).		
A. From my family or friends.	22	19
B. From advertising (radio, TV, magazines, etc.).	5	4
C. From an Air Force recruiter.	72	76
D. From my high school counselor.	1	1
27. Which of the following best expresses your attitude? (Mark only one.)		
A. I plan to make a career in the Air Force.	34	36
B. I think the Air Force offers a good life for all kinds of people, but I don't think it is for me.	7	4
C. I think an Air Force career is all right for people who can't do any better, but not for people who can make it in civilian life.	3*	1
D. I think any military career is one of the worst things a man can do with his life.	1	0
E. I have no opinion yet. I will wait and see.	55	59
28. What curriculum did you take in high school? (Mark only one.)		
A. Trade (printing, machine operation, carpentry, home economics, etc.)	22**	6
B. Agricultural	4**	0
C. Commercial (sales, bookkeeping, secretarial, etc.)	6	24**
D. College preparatory (emphasis on languages, sciences, and math)	32	37
E. General	36	33

Item	Percent Male	Female
29. Which of the following types of high school did you attend longest? (Mark only one.)		
A. Public - Regular	86	91*
B. Public - Vocational, Technical, or Commercial	8**	3
C. Private or parochial (Nonmilitary)	5	6
D. Military	1	0
30. Did your counselor or any teacher ever show you films about different jobs or various career opportunities? (Mark only one.)		
A. No, I never saw any films about jobs or career opportunities.	45*	37
B. Yes, I saw such films in a regular class.	17**	10
C. Yes, I saw such films at an assembly or on other special occasions.	20	29**
D. Both B and C.	18	24*
31. When were you shown such films: (Mark only one.)		
A. I never saw any such films.	45*	37
B. Before grade 7.	1	1
C. In junior high school (grades 7-9).	7	7
D. In senior high school (grades 10-12).	30	32
E. Both C and D.	17	23*
32. What is the population of the community where you have lived most of your life? (Mark only one.)		
A. Over 250,000	19	20
B. From 100,000 to 250,000	15	15
C. From 10,000 to 100,000	33	32
D. From 5,000 to 10,000	16	15
E. Less than 5,000	17	18

Item		Percent Male	Percent Female
33.	The value of the home in which you were living before you got married (or before you entered the Air Force, if you are not married) is:		
	A. Over $30,000	17	19
	B. Between $20,000 and $30,000	28	25
	C. Between $10,000 and $20,000	28	29
	D. Under $10,000	12	13
	E. I lived in an apartment (or other multiple-unit housing complex)	15	14
	Items 34-36 are a list of kinds of jobs. You are to pick the latest job held by the person supporting the family in which you grew up. MARK ONLY ONE of the 13 answers listed in items 34-36.		
34.	A. A laborer (gardener, fisherman, car washer, etc.)	12	13
	B. A craftsman or foreman (carpenter, mechanic, plumber, etc.)	30	30
	C. A farmer or farm manager	3	5
	D. A service worker (barber, policeman, waiter, etc.)	8	8
	E. An operative (bus driver, service station attendant, etc.)	7	6
35.	A. A sales worker (salesman, sales clerk, etc.)	6	7
	B. A manager, official, or proprietor (manager of a business, public official, etc.)	11	11
	C. A semi-professional (public school teacher, accountant, pharmacist, etc.)	10*	6
	D. A professional (lawyer, physician, college professor, etc.)	3	3
	E. Artist (entertainer, painter, musician, etc.)	1	1
36.	A. A military man (soldier, sailor, airman, etc.)	4	6
	B. Unemployed	2	2
	C. Don't know	3	2

Item	Percent Male	Percent Female
Items 37 and 38 are a list of several areas of the country. Mark your answer sheet to show the area in which you have lived the longest. MARK ONLY ONE of the 8 answers listed in questions 37 and 38.		
37. A. Maine, New Hampshire, Rhode Island, Massachusetts, Connecticut, Vermont, New York	14	15
B. New Jersey, Delaware, Pennsylvania, Maryland, Virginia, W. Virginia	9	13*
C. Alabama, Florida, N. Carolina, S. Carolina, Tennessee, Georgia, Mississippi	14	12
D. Arkansas, New Mexico, Louisiana, Texas, Oklahoma, Arizona	17**	9
E. Illinois, Indiana, Michigan, Kentucky, Ohio	16	20
38. A. California, Idaho, Montana, Nevada, Oregon, Washington, Utah, Hawaii, Alaska	19**	12
B. Colorado, Iowa, Kansas, N. Dakota, S. Dakota, Minnesota, Missouri, Nebraska, Wyoming, Wisconsin	10	16**
C. Other	1	13**
39. How many of your close relatives (including only father, mother, brothers, sisters, uncles, or aunts) do you know served in the Air Force or Army Air Corps? (Mark only one.)		
A. None	40*	34
B. One	25	26
C. Two	15	13
D. Three	8	11
E. Four or more	12	16

Item	Percent Male	Female
40. Altogether, what is the total amount of full-time employment you had before you joined the Air Force?		
A. Less than one month	7	17**
B. At least one month, but less than 6 months	17	19
C. At least 6 months, but less than one year	22	20
D. At least one year, but less than 2 years	27*	21
E. Two years or more	27	23
How much time did you usually spend listening to the radio before your enlistment?		
41. Rock music		
A. Four hours or more per day	31	32
B. 2-3 hours per day	28	27
C. About an hour per day	18*	13
D. About 3-4 hours per week	9	10
E. Two hours per week or less	14	18
42. Classical music		
A. Four hours or more per day	2	2
B. 2-3 hours per day	5	7
C. About an hour per day	9	8
D. About 3-4 hours per week	11	10
E. Two hours per week or less	74	73
43. Pop or semi-classical music		
A. Four hours or more per day	3	5
B. 2-3 hours per day	8	13**
C. About an hour per day	18	16
D. About 3-4 hours per week	19	20
E. Two hours per week or less	52	46

Item	Percent	
	Male	Female
44. Country-western music		
A. Four hours or more per day	4	5
B. 2-3 hours per day	5	5
C. About an hour per day	12*	7
D. About 3-4 hours per week	13	9
E. Two hours per week or less	66	74**
45. Soul music		
A. Four hours or more per day	15	22**
B. 2-3 hours per day	10	8
C. About an hour per day	14	11
D. About 3-4 hours per week	16	14
E. Two hours per week or less	45	45
46. Sports		
A. Four hours or more per day	6**	1
B. 2-3 hours per day	8	6
C. About an hour per day	19	19
D. About 3-4 hours per week	19*	14
E. Two hours per week or less	48	60**
47. News and weather		
A. Four hours or more per day	4	5
B. 2-3 hours per day	12	17*
C. About an hour per day	31	37*
D. About 3-4 hours per week	19**	12
E. Two hours per week or less	34	29
48. Talk shows		
A. Four hours or more per day	2	3
B. 2-3 hours per day	6	7
C. About an hour per day	13	17
D. About 3-4 hours per week	12	11
E. Two hours per week or less	67	62

Item	Percent Male	Female
49. Other		
A. Four hours or more per day	4	7*
B. 2-3 hours per day	6	5
C. About an hour per day	10	8
D. About 3-4 hours per week	10	9
E. Two hours per week or less	70	71
How much time did you usually spend watching television before your enlistment?		
50. Musical & variety		
A. Four hours or more per day	5	6
B. 2-3 hours per day	17	17
C. About an hour per day	17	18
D. About 3-4 hours per week	21	22
E. Two hours per week or less	44*	37
51. Sports		
A. Four hours or more per day	8**	2
B. 2-3 hours per day	11	8
C. About an hour per day	21**	13
D. About 3-4 hours per week	28	27
E. Two hours per week or less	32	50**
52. News & commentary		
A. Four hours or more per day	3	2
B. 2-3 hours per day	13	17
C. About an hour per day	36	36
D. About 3-4 hours per week	21	19
E. Two hours per week or less	27	26
53. Documentaries		
A. Four hours or more per day	2*	0
B. 2-3 hours per day	4	6
C. About an hour per day	12*	8
D. About 3-4 hours per week	21	20
E. Two hours per week or less	61	66

Item	Percent Male	Female
54. Action drama		
A. Four hours or more per day	10	15*
B. 2-3 hours per day	22	26
C. About an hour per day	21	18
D. About 3-4 hours per week	17	17
E. Two hours per week or less	30*	24
55. Comedy drama		
A. Four hours or more per day	10	14*
B. 2-3 hours per day	21	24
C. About an hour per day	25	21
D. About 3-4 hours per week	21*	15
E. Two hours per week or less	23	26
56. Other		
A. Four hours or more per day	6	9
B. 2-3 hours per day	12	11
C. About an hour per day	18	14
D. About 3-4 hours per week	17*	12
E. Two hours per week or less	47	54*
57. At what hours did you listen to the radio most frequently before your enlistment?		
A. Morning (6 a.m. to Noon)	13	20**
B. Afternoon (Noon to 5 p.m.)	24	27
C. Evening (5 p.m. to 8 p.m.)	22	23
D. Night (After 8 p.m.)	36**	26
E. Did not usually listen to the radio (2 hours a week or less)	5	4
58. At what hours did you watch television most frequently?		
A. Morning (6 a.m. to Noon)	3	5
B. Afternoon (Noon to 5 p.m.)	6	13**
C. Evening (5 p.m. to 8 p.m.)	34*	28
D. Night (After 8 p.m.)	51	48
E. Did not usually watch television (2 hours a week or less)	6	6

Item	Percent Male	Female
Before you enlisted, indicate how often you read the following sections in a newspaper:		
59. Comics		
A. Every day	36	39
B. About two or three times a week	19*	14
C. About once a week	23	24
D. About once a month or less	22	23
60. Sports		
A. Every day	39**	22
B. About two or three times a week	17	18
C. About once a week	17	25**
D. About once a month or less	27	35**
61. General news		
A. Every day	44	51*
B. About two or three times a week	26	28
C. About once a week	15	12
D. About once a month or less	15**	9
62. Classified section		
A. Every day	19	15
B. About two or three times a week	19	20
C. About once a week	25	26
D. About once a month or less	37	39
63. TV schedule		
A. Every day	36	48**
B. About two or three times a week	16	16
C. About once a week	18	15
D. About once a month or less	30**	21
64. Advertisements		
A. Every day	19	30**
B. About two or three times a week	18	16
C. About once a week	24	26
D. About once a month or less	39**	28

Item	Percent Male	Female
65. Other		
A. Every day	16	31**
B. About two or three times a week	15	13
C. About once a week	21	17
D. About once a month or less	48**	39
Indicate whether you have seen any of the following and your impressions:		
66. Precision flying by Air Force Thunderbirds.		
A. Never saw it.	45	54**
B. Saw it. Very impressive	42	36
C. Saw it. Impressive	10	9
D. Saw it. Unimpressive	1	1
E. Saw it. Very unimpressive	2*	0
67. Performance by the Air Force Band.		
A. Never saw it.	66	65
B. Saw it. Very impressive	15	20*
C. Saw it. Impressive	13	12
D. Saw it. Unimpressive	4	2
E. Saw it. Very unimpressive	2	1
68. Air Force exhibit at a fair, shopping center, a civic center, etc.		
A. Never saw it.	51	59*
B. Saw it. Very impressive	19	18
C. Saw it. Impressive	24	19
D. Saw it. Unimpressive	4	3
E. Saw it. Very unimpressive	2	1
About how many times (best guess) do you think you have seen Air Force advertising of the following types:		
69. Newspapers		
A. Never	46	42
B. Once or twice	27	29
C. 3-5 times	13	14
D. 6-10 times	6	4
E. More than 10 times	8	11

Item		Percent Male	Percent Female
70.	Magazines		
	A. Never	10	10
	B. Once or twice	26	25
	C. 3-5 times	22	20
	D. 6-10 times	16	14
	E. More than 10 times	26	31
71.	Radio		
	A. Never	35	33
	B. Once or twice	26	23
	C. 3-5 times	17	15
	D. 6-10 times	9	13*
	E. More than 10 times	13	16
72.	Television		
	A. Never	15	12
	B. Once or twice	24	21
	C. 3-5 times	23	22
	D. 6-10 times	16	18
	E. More than 10 times	22	27
73.	Billboards		
	A. Never	11	14
	B. Once or twice	21	17
	C. 3-5 times	21	19
	D. 6-10 times	18	21
	E. More than 10 times	29	29
74.	Generally speaking, how honest did you consider the Air Force advertising you saw before you enlisted?		
	A. Very honest	16	19
	B. Rather honest	38	35
	C. Not especially honest or dishonest	40	44
	D. Rather dishonest	4**	1
	E. Very dishonest	2	1

Item	Percent Male	Female
How many times before you enlisted did you hear the following radio programs?		
75. Wolfman Jack		
A. Never heard it	73	86**
B. Heard it once or twice	9*	5
C. Heard it 2-10 times	7**	2
D. Heard it more than 10 times	11*	7
76. Roger Carroll		
A. Never heard it	94	95
B. Heard it once or twice	3	3
C. Heard it 2-10 times	1	1
D. Heard it more than 10 times	2	1
77. Vibrations		
A. Never heard it	86	88
B. Heard it once or twice	8	7
C. Heard it 2-10 times	3	3
D. Heard it more than 10 times	3	2
78. Soul in motion		
A. Never heard it	86	90
B. Heard it once or twice	7	5
C. Heard it 2-10 times	3	3
D. Heard it more than 10 times	4	2
79. Find yourself a star		
A. Never heard it	93	96
B. Heard it once or twice	3	2
C. Heard it 2-10 times	2	1
D. Heard it more than 10 times	2	1
80. Serenade in blue		
A. Never heard it	90	90
B. Heard it once or twice	5	5
C. Heard it 2-10 times	3	2
D. Heard it more than 10 times	2	3

Item	Percent Male	Female
81. Country music time		
A. Never heard it	79	77
B. Heard it once or twice	10	10
C. Heard it 2-10 times	6	6
D. Heard it more than 10 times	5	7
82. Air Force country		
A. Never heard it	91	95*
B. Heard it once or twice	4	3
C. Heard it 2-10 times	2	2
D. Heard it more than 10 times	3**	0
83. Which of the following do you think was most important in your decision to contact an Air Force recruiter?		
A. Advertising (Radio, TV, magazine, etc.).	17	28**
B. A telephone call or other personal contact from the recruiter.	19	17
C. Advice from a friend or relative.	57**	48
D. Advice from a school counselor.	7	7
84. What other service recruiters did you talk to before enlisting in the Air Force? (Mark all that apply.)		
A. Army recruiter.	16	12
B. Navy recruiter.	13	14
C. Marine recruiter.	5	3
D. Only the Air Force recruiter.	49	53
E. Multiple response.	17	18
85. Which recruiter did you talk with first?		
A. Army	18	14
B. Navy	15	13
C. Air Force	61	71**
D. Marines	6**	2

Item	Percent Male	Female
86. What did your school counselor advise about the Air Force?		
A. I never discussed my job future with a school counselor.	60*	53
B. We discussed my job future, but the subject of military service never came up.	22	31**
C. We discussed military service, but the counselor advised against it.	3	2
D. My counselor recommended military service, but not specifically the Air Force.	9	8
E. My counselor recommended Air Force military service.	6	6
87. What did your friends think about you serving a hitch in the Air Force?		
A. Very much in favor	10	12
B. In favor	18	20
C. Neither for nor against	27	23
D. Mildly against	26	25
E. Strongly against	19	20
88. What did your parents and/or relatives think about you serving a hitch in the Air Force?		
A. Very much in favor	33	46**
B. In favor	32	29
C. Neither for nor against	18*	12
D. Mildly against	12	10
E. Strongly against	5	3
Indicate how much you wanted to work in the following jobs:		
89. Management		
A. Very interested	16**	10
B. Rather interested	28	26
C. Rather uninterested	27	30
D. Very uninterested	29	34

Item	Percent Male	Female
90. Administration/clerical		
A. Very interested	11	19**
B. Rather interested	17	24**
C. Rather uninterested	32**	22
D. Very uninterested	40	35
91. Public relations		
A. Very interested	14	19*
B. Rather interested	22	37**
C. Rather uninterested	32*	25
D. Very uninterested	32**	19
92. Legal		
A. Very interested	11	10
B. Rather interested	18	15
C. Rather uninterested	34	35
D. Very uninterested	37	40
93. Accounting/finance		
A. Very interested	8	9
B. Rather interested	14	17
C. Rather uninterested	34	29
D. Very uninterested	44	45
94. Education/personnel		
A. Very interested	13	17
B. Rather interested	20	29**
C. Rather uninterested	33	30
D. Very uninterested	34**	24
95. Police/investigative		
A. Very interested	20	21
B. Rather interested	24	20
C. Rather uninterested	26	32*
D. Very uninterested	30	27

Item	Percent Male	Female
96. Medical/dental		
A. Very interested	12	34**
B. Rather interested	16	21*
C. Rather uninterested	32**	18
D. Very uninterested	40**	27
97. Radio/electronics		
A. Very interested	29**	11
B. Rather interested	26**	16
C. Rather uninterested	23	30**
D. Very uninterested	22	43**
98. Missile specialist		
A. Very interested	11**	4
B. Rather interested	23**	9
C. Rather uninterested	32	27
D. Very uninterested	34	60**
99. Mechanical		
A. Very interested	37**	4
B. Rather interested	25**	10
C. Rather uninterested	19	28**
D. Very uninterested	19	58**
100. Computer work		
A. Very interested	22**	14
B. Rather interested	28	25
C. Rather uninterested	26	21
D. Very uninterested	24	40**
101. Crafts (carpenter, mason, plumber, etc.)		
A. Very interested	13**	2
B. Rather interested	25**	4
C. Rather uninterested	31**	22
D. Very uninterested	31	72**

Item	Percent Male	Female
102. Other		
A. Very interested	20	33**
B. Rather interested	19	15
C. Rather uninterested	25**	11
D. Very uninterested	36	41
Indicate how interested you were before you enlisted in being sent to either a technical school of your choice or in being sent to get or complete a college/university degree.		
103. Vocational/technical		
A. Very interested	44	42
B. Rather interested	30	32
C. Rather uninterested	14	14
D. Very uninterested	12	12
104. College/University		
A. Very interested	43	49
B. Rather interested	27	30
C. Rather uninterested	16	12
D. Very uninterested	14*	9

* significant at the .05 level
** significant at the .01 level